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Abstract

The invention relates to a printing device for printing sheet elements (1) that are serially fed to the printing device, in particular product labels made of temperature-sensitive paper or paper substitute materials, comprising a feed device for feeding the sheet elements to a print head which acts on the sheet element, wherein said print head comprises a thermal slat (3) which is supported flexibly by a carrier device (8) such that between the thermal slat (3) and the deflection device (4) a counterpressure surface (6) is formed at a predefined surface pressure on the sheet element (11) to be printed. The invention improves the device of the type mentioned to the effect that the thermal slat (3) is associated with an adaptor means (7) that is exchangeable together with said thermal slat (3), with which adaptor means (7) the excursion of the resilient holding means (9) for the thermal slat (3) can be adjusted such that the surface pressure is constant irrespective of the width of the thermal slat (3).

Fig. 1 is intended for publication.